



Can't put your finger on how to IMPROVE YOUR BUSINESS



What's in a Name?

Control = Control v., **1.** To exercise restraint or direction over, dominate, command e.g. to be in control of your destiny. **2.** To direct the workings of any action **3.** To hold in check, to place in check a specific task
Zone = Zone n., v., zoned, zoning **1.** Any continuous area, which differs in some respect, or is marked off for some purpose, from specific circumstances: a military zone, or an industrial zone. **2.** Marking out an area in according to its use.



We can help!

Control Zone innovative business consultants offer you a new and direct approach to delivering a higher level of success for your business. Our methods evolve around you and your needs. Control Zone's aim is to target specific zones in your business. We focus your attention to gain control of your business. Help is always here and many times, as a business owner, you just don't realise, how easy and in many cases how quick your return on investment occurs.

How do Control Zone deliver "CLEVER" improvements

Our philosophy is aimed to keep it simple, make practical and logical business improvements while providing easy to follow steps that are achievable. Our formula provides several fundamental common sense approaches, which look at your business from our experience, which has been gained by exposure to 1000's of Australian and overseas businesses since 1972. We clearly identify simple good business practices which we share with your business and you.

C - Clarify the project

L - Leverage your knowledge and skills

E - Educate the team

V - Verify the process and progress

E - Ensure the optimum result

R - Review prior to implementation

Our "CLEVER" process validates that a great project is doing it correctly once. Therefore the development of a project may need to look at starting at the end and working backwards.



Focus your energy to gain maximum business improvements

We look at the issues that need to be controlled and at the specific areas and zones of your business that can be identified to make immediate impact. The zones we identify are then reviewed, monitored and adjusted to maintain sustainable benefits long term by a manageable game plan.



Start improving process and systems while enjoying your business

If you are ready to improve your business then push the "let's get started" button, read on and select the buttons which best suit your immediate needs.



Business mentoring www.businessmentoring.net.au

Another business person to discuss your needs with? Often it is simply a matter of having a sounding board or mentor to bounce ideas off and receive constructive comments. A business mentor can listen to your ideas and grow your skills while offering years of experience gained by practical hands on knowledge and involvement.



Brain storming sessions www.controlzone.com.au/whatwedo_brainstorming

A single event can change your entire life! Brainstorming raises issues, lists needs and allows an analytical approach quickly! Just a few hours and around \$1000 can deliver real answers from you and your team, which may have been hidden for years!



Business plans businessforms.net.au

There is an old saying that I know you have already heard, "Failing to plan is planning to FAIL!" Well the old statement is TRUE in our view. We can assist with your business planning including short and long term business plans, sales and marketing plans, financial goals, cash flow forecasting, acquisition, research, succession and exit plans. It's fair to say if you are looking forward in your business you need a plan of how to best achieve the result you desire, this is precisely where we can help.



Unlock your potential www.controlzone.com.au/online_business_test

Conducting a business snapshot delivers a range of outcomes that enable you, the business owner, a detailed overview of several areas of your business. This snapshot allows focused direct action, step by step to build a positive direction. Take our business test now and receive a free evaluation.



Kiss – keep your business simple

Keeping it simple isn't as easy as it seems, especially when you are that busy trying to fend off alligators that you just don't get time to focus on your mission – "draining the swamp" – sounds like you? - Call us now!



Custom software development www.kim.net.au

When the questions are systemising, synchronising and organising the answer normally is a FileMaker Database Development for your business. A custom database creates an information hub of data, clients process which develop synergy, as FileMaker business alliance partners we have the knowledge, information and management skills to deliver your "dream" database - We also have "off the shelf" solutions.

WEBSITES



eSHOPS



WEBSITES·eMARKETING

**"40% of Aust Business have one
20% are building one - Are you?"**



Websites www.controlzoneonline.com.au

ControlZone Online builds and hosts "all types" of websites, from inexpensive start-up sites, self managed cms systems, web shops and eCommerce. So, when you think web sites start thinking about creating an "on-line" business to enhance your existing one!



eMarketing

We have actually delivered 300% growth in 18 months! and many other highly successful campaigns and newsletters. Whether information is prospecting or making sales, fact is eMail marketing works. Let us help you understand, learn and use this exciting media.



eShops

Turn your business into an online business. Imagine you walk into your business in the morning and the email orders are waiting for you! Others are harvesting the rewards of their business being open 24 hours a day, 7 days a week – why aren't you? Call us now!



A: Grd Flr, 18 - 20 Allen St (Cnr Experiment St), Pyrmont, NSW, 2009.
P: 02 9660 5428 | P: 1300 546 276 | M: 0418 161 600
F: 02 9774 3255
E: john@controlzone.com.au